



**SANTA ROSA**  
ISLAND AUTHORITY

**SANTA ROSA ISLAND AUTHORITY  
ARCHITECTURAL & ENVIRONMENTAL COMMITTEE  
FEBRUARY 26, 2014**

**MEMORANDUM**

**TO:** Authority Members  
**FROM:** Executive Director  
**DATE:** February 27, 2014  
**RE:** Minutes of February 26, 2014 Architectural & Environmental Committee Meeting

**BOARD MEMBERS**

Tammy Bohannon  
Chairwoman

Janice Gilley  
Vice Chair

Ed Guernsey  
Secretary/Treasurer

Dave Pavlock  
Acting Secretary Treasurer

Thomas Campanella  
Member

Jerry Watson  
Member

W. A. "Buck" Lee  
Executive Director

Special Meeting/ Private Attorney: Client meeting regarding Pensacola Beach, Inc. vs. American Fidelity Life Insurance Company, et. al., Escambia County Circuit Court Case No. 2013-CA -002311 was held prior to Committee Meetings. The meeting started at 5:02 p.m. and concluded at 5:20 p.m.

A regularly scheduled meeting of the Architectural & Environmental Committee was held on Wednesday February 26, 2014. Members present were Ms. Janice Gilley, Chair, Mr. Jerry Watson, and Dr. Thomas Campanella. Also present were Board Members Mr. Dave Pavlock, Ms. Tammy Bohannon, and Mr. Ed Guernsey. Ms. Gilley called the meeting to order and presented the following items.

Item # 1 – Informational report by Mike Langston, Baskerville Donovan, Inc (B.D.I.) SRIA Engineering firm. (Staff report by Paolo Ghio)

Mr. Langston stated he had spoken with Mr. Lee and Paolo and he will have a more in depth report at the next Committee Meeting. He proposed putting together a list of items that need to be addressed on the Island, and assign a budget to each project for planning purposes.

Ms. Gilley asked if he had reviewed the proposed road repair list and stated he is giving an opinion to Mr. Ghio on the proposed repairs.

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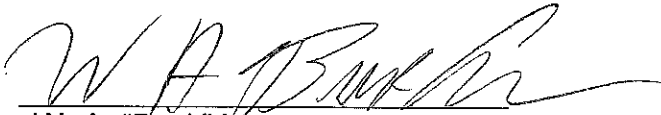
**Informational only, no action taken.**

Item # 2 - Request by Bill Patterson, Lazy Days Beach Service (sublease to Tiffany's on the Beach) to construct beach rental storage boxes and place on public property adjacent to existing building.( Staff report by Paolo Ghio)

Mr. Ghio gave background on this item and stated staff recommended approval.

**Upon motion of by Dr. Thomas Campanella seconded by Mr. Ed Guernsey, the Committee unanimously approved staff's recommendation. (3-0)**

There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:jt

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**SANTA ROSA**  
ISLAND AUTHORITY

**SANTA ROSA ISLAND AUTHORITY  
DEVELOPMENT & LEASING COMMITTEE  
FEBRUARY 26, 2014**

**BOARD MEMBERS**

Tammy Bohannon  
Chairwoman

Janice Gilley  
Vice Chair

Ed Guernsey  
Secretary Treasurer

Dave Pavlock  
Acting Secretary Treasurer

Thomas Campanella  
Member

Jerry Watson  
Member

W. A. "Buck" Lee  
Executive Director

**MEMORANDUM**

**TO:** Authority Members  
**FROM:** Executive Director  
**DATE:** February 27, 2014  
**RE:** Minutes of February 26, 2014 Development & Leasing Committee Meeting

A regularly scheduled meeting of the Development & Leasing Committee was held on Wednesday, February 26, 2014. Members present were Mr. Ed Guernsey, Chairman Mr. Dave Pavlock and Mr. Jerry Watson. Also present were Board Members Dr. Thomas Campanella, Ms. Janice Gilley and Ms. Tammy Bohannon. Chairman of the Committee, Mr. Guernsey, called the meeting to order and presented the following items.

Item # 1 – Monthly update from Mr. Guernsey regarding lease fees and the property tax issue.

**No report given, no action taken.**

Item # 2 – WAS, Inc. – 69 Via de Luna – request to sublease to Brian McKinney, d/b/a Maverick Board Riding Company, to operate a retail business. (Staff report by Robbie Schrock)

Ms. Schrock gave background on the item and stated staff recommended approval.

Mr. Pavlock asked if skateboarding was allowed.

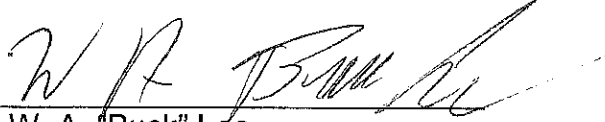
Mr. West told him there were areas it was allowed in, but not at main Casino Beach.

Ms. Gilley loves the idea of handmade items sold on the Island.

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**Upon motion of Mr. Dave Pavlock seconded by Mr. Jerry Watson, the Committee unanimously approved staff's recommendation. (3-0)**

There being no further business before the Committee, the meeting was adjourned.

A handwritten signature in black ink, appearing to read "W. A. 'Buck' Lee". The signature is written in a cursive style and is positioned above a horizontal line.

W. A. "Buck" Lee  
Executive Director

WAL:jt

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**SANTA ROSA  
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**SANTA ROSA ISLAND AUTHORITY  
ADMINISTRATIVE COMMITTEE  
FEBRUARY 26, 2014**

**BOARD MEMBERS**

Tammy Bohannon  
Chairwoman

Janice Gilley  
Vice Chair

Ed Guernsey  
Secretary Treasurer

Dave Pavlock  
Acting Secretary Treasurer

Thomas Campanella  
Member

Jerry Watson  
Member

W. A. "Buck" Lee  
Executive Director

**MEMORANDUM**

**TO:** Authority Members  
**FROM:** Executive Director  
**DATE:** February 27, 2014  
**RE:** Minutes of February 26, 2014 Administrative Committee Meeting

A regularly scheduled meeting of the Administrative Committee was held on Wednesday, February 26, 2014. Members present were Ms. Tammy Bohannon, Chair, Dr. Thomas Campanella and Ms. Janice Gilley. Also present were Board Members, Mr. Jerry Watson, Mr. Dave Pavlock, and Mr. Ed Guernsey. Ms. Bohannon called the meeting to order and presented the following items.

Item # 1 – Report on Financial Statements and Expenditures. (Staff report by Dottie Ford)

Ms. Ford presented the financials for review.

**Upon motion of Dr. Thomas Campanella seconded by Ms. Janice Gilley, the Committee unanimously accepted the Report on Financial Statements and Expenditures as presented. (3-0)**

Item # 2 - Request by the Directors of Development Services, Administration and Finance for a \$300.00 a month car allowance. (Staff report by Executive Director Buck Lee)

Mr. Lee gave background and stated staff recommended approval and if approved, it would be included in their paychecks.

**Upon motion of Dr. Thomas Campanella seconded by Ms. Janice Gilley, the Committee unanimously approved staff's recommendation. (3-0)**

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Item # 3 – Discussion regarding adopting a policy regarding giving priority to local people/businesses when the SRIA needs services. (Staff report by Mike Stebbins)

Mr. Stebbins gave the background and stated if the Board was inclined to move forward with this, he recommended preparation of a document adopting the local Escambia County Ordinances regarding giving preference to local businesses and encouragement of small businesses.

Discussion followed.

Ms. Bohannon encouraged each Board member to study each ordinance for further discussion.

**It was decided to hold this item in Committee for further discussion at the March 26, 2014 Committee Meeting.**

Item # 4 – Discussion on new Board policy for donations. (Staff report by Robbie Schrock)

Ms. Schrock gave the background on this item and explained the 2 kinds of sponsorships she and Mr. Stebbins were suggesting.

- A. Community/Civic/Charitable – The SRIA expects to generate no tourism dollars – Monetary cap of \$2,500.00 per request.
- B. Tourism/Promotional – The SRIA has a reasonable expectation of generating tourism dollars – Monetary cap of \$7,500.00 per request.

Mr. Lee encouraged the Board to put an overall monetary cap on each category.

Ms. Ford stated if the Board chose to place caps on each category, it could be incorporated into the budget, and once the money is gone, it's gone.

There was discussion of using a "Super Majority" vote on items the Board had no prior knowledge of, but felt would be beneficial to the Island. Mr. Pavlock and Mr. Guemsey both endorsed the idea.

Mr. Lee suggested splitting up the overall monetary cap, for instance, if the total cap was \$50,000.00, set aside \$25,000.00 for use in first half of budget year and save the second \$25,000.00 for the second half of budget year.

Discussion followed.

**It was decided to hold this item in Committee for further discussion at the March 26, 2014 Committee Meeting.**

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Item # 5 – Request by Carol Mills, Miracle Strip Corvette Club, for a \$7,500.00 sponsorship for Vettes At The Beach. (Staff report by Robbie Schrock)

Ms. Schrock gave the background on this item.

There was discussion regarding how much the SRIA usually charges for use of the public parking area.

Mr. Lee explained that normally we don't charge non-profit organizations for use of the parking lot.

SPEAKER:

Carol Mills – She is with the Miracle Strip Corvette Club. She told about last year's event and how much larger it is this year, so the club is unable to pay for everything. She answered some questions from the SRIA Board.

Terry Mills – He explained the club is trying to get people, including locals, to the Beach and that bigger and more ads are needed.

Ms. Bohannon asked Mr. Ron Ellington (Innisfree) to speak about the 400 hotel rooms the group claimed to have utilized last year.

Mr. Ellington encouraged contact with Steve Hayes, he has a useful matrix that could be utilized to gauge to use of hotel rooms. He encouraged the SRIA to meet with the Directors of Sales for each hotel on the Beach. He explained how the "Majority Opinion" performs their surveys.

There was discussion among the Board as to how much to sponsor Vettes at the Beach.

**Upon amended motion of Dr. Thomas Campanella seconded by Ms. Janice Gilley, the Committee unanimously approved a \$5,000.00 sponsorship to Carol Mills, Miracle Strip Corvette Club, for Vettes At The Beach. (3-0).**

Item # 6 – Update on Portofino Agreement. (Staff report by Executive Director Buck Lee)

**Informational only, no action taken.**

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Item # 7 – Selection of date for public hearing regarding the adoption of an ordinance making Pensacola Beach golf-cart friendly. (Referred from the January 22, 2014 Committee Meeting) (Report by Mike Stebbins)

Mr. Stebbins explained that the SRIA Board needs to select a date for the public hearing, forward its findings to Escambia County, and Escambia County will ultimately chose to adopt the ordinance or not.

Discussion followed.

**Upon motion of Dr. Thomas Campanella seconded by Ms. Janice Gilley, the Committee unanimously approved holding the public hearing on golf carts on March 26, 2014 at 5:00 p.m., prior to the Committee Meetings. (3-0)**

**ADDED PER CHAIRWOMAN BOHANNON:**

Item # 8 – Discussion regarding reality TV show coming to the Island.

It was agreed by the Board and Mr. Lee that it wasn't possible to tell a leaseholder they couldn't rent to the producers of the show, however they would rely on law enforcement to make the cast and crew abide by the laws and ordinances already on the books.

Much discussion followed.

SPEAKER:

D. Jay Coughlin – He works at Niki's on the Beach and spoke in favor of having the TV show film on Pensacola Beach.

John Fournaris – He owns Niki's on the Beach and spoke in favor of having the TV show film on Pensacola Beach.

Liz Hewson – She is a resident and spoke against having the TV show film on Pensacola Beach.

Jim Cox – He is with the Pensacola Beach Advocates (PBA) and spoke against having the TV show film on Pensacola Beach.

Terry Preston – She is president of the PBA and spoke against having the TV show film on Pensacola Beach.

Sharon Holler – She owns Dog House Deli and spoke against having the TV show film on Pensacola Beach.



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Ms. Gilley suggested a letter be written stating the Board's views on the filming of the TV show on Pensacola Beach.

It was decided a vote would be taken at the Special Board Meeting (already scheduled) immediately following this Committee Meeting.

Mr. Jim Waite, Baskerville Donovan, Inc. (BDI) stated he didn't intend to "point fingers" at the last meeting, and that BDI was available to work on a program for the SRIA on an hourly basis, and would not exceed \$10,000.00.

There being no further business before the Committee, the meeting was adjourned.



W. A. "Buck" Lee  
Executive Director

WAL:jt

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